

*UPL Handout from Weyers 11-20-12*

For the hometown of Oscar Meyer, in defense of two Franks (Gehry and Lloyd Wright).

The guidelines try to prevent bad design but do not actually encourage good design. I suggest amending to include the following changes.

Under A. 1) Orientation

- a. Any building façade adjacent to a street should address the street, which may be done by being parallel or other design treatment.
- e. Buildings at the intersection should have a strong corner presence.

Under B. Architecture 1) Massing

- a. The proportions and relationships of the various architectural components of the building should be utilized to define relationships with other buildings in the vicinity.
- b. Larger buildings should solve the any problems that their scale may create to ensure a pedestrian-friendly quality. Articulation of buildings in both plan and profile may help break up the mass of large buildings. Stepping back the upper floors of from lower floors may be appropriate to minimize overall scale and minimize shadow effects.

Under B. Architecture 2) Building Components

- b. A positive visual termination at the top of the building may be provided. Unless a historical style is being referenced tack-on decorative elements such as crowns, cornices, and parapets are not encouraged.

Under B. Architecture 3) Articulation

Change title to Visual Interest, and drop the second sentence of explanation

- a. drop the entire first sentence  
drop existing "b" and "c" and "d" re-letter existing "e" to "b"  
under "g" drop the first sentence

Under B. Architecture 4) Door and Window Openings

Under "c" drop the word "color."

Under B. Architecture 6) Terminal Views and Highly-Visible Corners

Under b. change "embellishments" to "strength."